



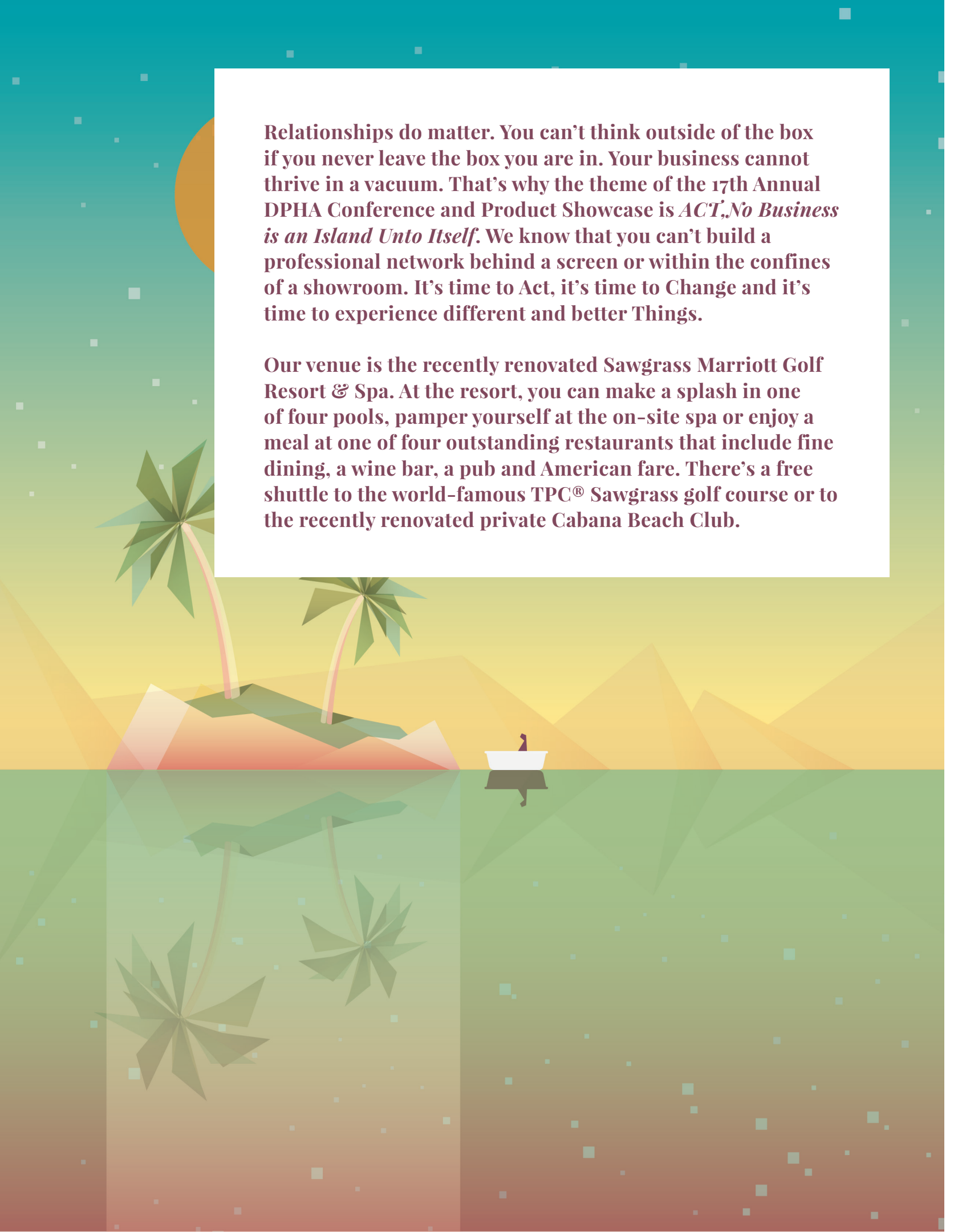
No Business Is an Island Unto Itself

Action
Changes
Things

**The 17th Annual DPHA Conference
and Product Showcase**

October 10-14, 2018

Marriott Sawgrass Golf Resort & Spa
Ponte Vedra Beach, FL



Relationships do matter. You can't think outside of the box if you never leave the box you are in. Your business cannot thrive in a vacuum. That's why the theme of the 17th Annual DPHA Conference and Product Showcase is *ACT, No Business is an Island Unto Itself*. We know that you can't build a professional network behind a screen or within the confines of a showroom. It's time to Act, it's time to Change and it's time to experience different and better Things.

Our venue is the recently renovated Sawgrass Marriott Golf Resort & Spa. At the resort, you can make a splash in one of four pools, pamper yourself at the on-site spa or enjoy a meal at one of four outstanding restaurants that include fine dining, a wine bar, a pub and American fare. There's a free shuttle to the world-famous TPC® Sawgrass golf course or to the recently renovated private Cabana Beach Club.



Keynote Address:
Ding Happens! How to Improvise, Adapt, and Innovate in an Ever-Changing World!

Presented by Avish Parashar
Friday, October 12, 2018
10a.m. - 12 p.m.

You've never seen or heard anything comparable to Avish Parashar. Avish energizes, inspires, and entertains while providing the tools to DPHA members need to respond to three critical challenges:

1. The world is changing faster than ever, and people often get "stuck in the past," resisting and complaining about change instead of embracing it and moving forward.
2. Workloads increase while resources decrease, creating stress and a sense of becoming overwhelmed by constantly having to do more and more with less and less.
3. Communicating with other people (customers, prospects, and your team) who are difficult, different from us, or who respond to us in unexpected ways leads to stress, conflict, and missed opportunities.

DPHA members are called upon to constantly respond to changes in the industry, economy, market, organization, and technology. Avish Parashar provides a blueprint to respond to change in a hilarious and energetic program that will enable you to learn and to teach your team to stop fearing and running from change, and how to use the power of improv comedy to improvise, adapt, and innovate – no matter what happens!

Discover simple but effective tools you can use to automatically make smarter and better choices that not only enables you and your staff to react to the unexpected, but help you find opportunities from setbacks. Learn how to create your own unexpected moments so you can lead change instead of being a victim of it.

Avish begins his keynote by playing a game of Ding! – an improv comedy game where he makes up a hilarious story on the spot and switches it up every time a volunteer "Dings" a bell. The game not only introduces you to improv comedy, but also makes the main point of the presentation: no matter how well you plan, the universe will throw you a curveball and force you to improvise.

Throughout the program, Avish will play a variety of challenging and highly-entertaining improv comedy games. Each game not only gets a laugh, but also teaches critical lessons and skills about how to improvise with the unexpected. He will present:

- The critical mentalities that lead to great change management and that allow improvisers to flow with the unexpected.

- The approaches great improvisers take to finding opportunities in setbacks.
- The techniques great improvisers use to create new opportunities that give you and your team the confidence to jump ahead into new territory.

After listening to and interacting with Avish, you will be able to go back to your showroom on Monday and show your team how they can improvise, adapt and innovate in an ever-changing world.



Partnership is the New Leadership

Presented by Ty Bennett
Friday, October 12, 2018
3:15 - 4:45 p.m.

What is one of the biggest challenges facing decorative plumbing and hardware showrooms today? Finding and retaining top-tier talent. With unemployment rates under 4%, that challenge is becoming more difficult. That's why we are bringing Ty Bennett to the Marriott Sawgrass Resort. In a five-year period, Ty has surveyed more than 5,000 business leaders and asked one question: what do you want from your people?

The overwhelming answer? Commitment. And what it takes to both create and retain that commitment is NOTHING like it used to be. Ty Bennett helps organizations bridge the gap between old school mentalities and real-world solutions that connect with team members of every level.

The old leadership paradigms do not resonate in today's showroom. That's the reason so many people have problems relating to Millennials. The old strategies are being replaced by partnership, communication, inclusion, and connection. These are game-changers. Ultimately, showrooms are in the people business, which is, without question, the business of building relationships. How? Using specific, time-tested skills and solutions to cultivate trust. Encourage collaboration. Deliver value. Inspire ideas and insights. And yes, fuel commitment amongst team members to do more, reach higher, and develop their own leadership skills.

In this enlightening workshop, you will learn how to:

- Create consensus and encourage creativity
- Overcome the three biggest obstacles that cause leaders to fail
- Master conversational leadership
- Develop a more connected and cohesive team
- Adopt essential relationship skills that cultivate commitment

Business is changing. Communication is light years from what it was. People purchase differently. Customer expectation is at an all-time high, and their tolerance at an all-time low. It's time to open new doors. Adopt new skills. Challenge old mindsets. And embrace innovation. Ty Bennett has the tools you need to do all of these important things and then some.



Selling Like A Pro

Bob Phibbs, The Retail Doctor
Saturday, October 13, 2018
2 - 3:30 p.m.

Learn the actionable steps you and your team can implement to make a stranger a friend and engage customers at a deeper level so when you present products and services, you'll convert more sales and create raving fans. Bob Phibbs, The Retail Doctor, will explain:

- How to greet customers and avoid the pitfalls most still make.
- How to make become trusted advisors to your customers and clients.
- How to conduct a showroom tour that establishes trust.
- Why features and benefits don't work and what to emphasize instead.
- How to add-on to every sale.

These are the tools you need to help your team convert more sales, become more successful and have a career path that benefits your showroom and your team.

Sales Training Track Returns for its Second Year!



You Can Compete, A Sales Intensive Training Breakout

Presented by Bob Phibbs
3:45 - 4:45 p.m.

The Program and Showcase Committee, under the leadership of Richard Campbell (Belmont Hardware) and Ryan Paul (Summit Architectural Resource), received praise after the successful introduction of the Sales Training Track from last year's Conference. Expanding the education and Conference format to bring new DPHA attendees and invest in the sales associates of our member companies was very well received. Once again you are able to bring multiple members of your sales team to the DPHA Conference for only \$245 for 1st year attendees and \$395 for returning Track attendees. Sales

Track participants will receive a custom sales training breakout session developed specifically for newer sales professionals by The Retail Doctor himself, Bob Phibbs. The Sales Trak Training Program is a combination of both classroom and interactive learning. You will learn:

- To increase your sales by 20, 40, or even 60% within six months
- Recognize the largest group of potential customers you've been ignoring
- Find, train, and manage team members you look forward to working with each day
- Attract business through word of mouth

Sales Training Track attendees must accompany a full priced Conference attendee from their company to receive the discounted training rate. This program session covers admittance to the Conference for the following events:

- Friday, 5 - 7:30 p.m. Cocktail Reception and Networking in the Product Showcase
- Saturday, 8 - 9 a.m. - Breakfast in the Exhibit Hall
- 9 - 11:45 a.m. - Product Showcase Networking
- 12 - 1:30 p.m. - Awards Luncheon
- 2 - 3:30 p.m. - Educational Session
- 3:45 - 4:45 p.m. - The Retail Doctor Breakout
- 6:30 - 10 p.m. - DPHA Luau Party

Network with Your DPHA Peers

Play Golf at Sawgrass October 10

Marriott Sawgrass is home to the TPC Stadium Course which annually hosts the PGA Tour Players Championship. DPHA Members will have an opportunity to play TPC Sawgrass on Wednesday, October 10th. We've reserved a limited number of tee times starting at 10 a.m. The cost, including a required forecaddie and tax, is \$450 per person.

Saint Augustine Food & Wine Tour October 10

St. Augustine's original 'Foodie' adventure visits some of the unique off-the-beaten-path local restaurants on an award-winning historical exploration. Spend the afternoon exploring quaint downtown alleys, taking in all the sights, while tasting farm-fresh ingredients that inspire local chefs, from tapas to desserts. You'll taste and sip your way through St. Augustine's colorful history via its rich culinary influences over the centuries. Tasting venues include sit-down restaurants, cafes, gourmet food boutiques, and more. The cost is \$150 per person. The tour departs from the Marriott Sawgrass at 4 p.m. and returns at approximately 9, just in time for a nightcap at the resort!

DPHA Conference Policy: Events that Compete with DPHA Functions Are Prohibited

DPHA Conference registration policy prohibits manufacturers, representatives and dealers from hosting events on property or outside of the property that are held at the same time or near the same time as DPHA conference programs and events (within 2 hours). DPHA programming begins each day at 7:00 a.m. on Thursday, Friday and Saturday. It concludes on Thursday and Friday at 8:30p.m., on Saturday at 10:00p.m. and on Sunday at Noon.

Similarly, DPHA meeting policy prohibits the use of hotel rooms or other venues other than the display space in the exhibit hall in the Product Showcase to display products. DPHA requests that any members who may be invited to view products or attend events that conflict with DPHA programming respectfully decline those invitations. Members that elect to ignore this policy may not be permitted to attend DPHA conferences in the future.

The Product Showcase

A limited number of ten by ten (10' by 10') exhibit spaces are available for the Product Showcase. Exhibit space includes a six-foot draped table, two chairs, pipe and drape side and back curtains. Space is offered to DPHA Sponsors first. The cost is \$4,300 and includes two conference registrations.

The DPHA Product Showcase is dedicated exclusively to the decorative plumbing and hardware industry for, by and about DPHA members. Attendees are highly sophisticated and knowledgeable principals of decorative plumbing and hardware showrooms. Exhibitors are best served by displaying new products, new applications of existing products, prototypes and design concepts. The Showcase offers the industry's only open forum to obtain quality face time with the leading showroom owners throughout the nation. The Showcase will be open during Friday's breakfast, lunch and opening reception. On Saturday, the Showcase is open during from 8:00 a.m. to noon to allow showrooms the opportunity to meet by appointment with

manufacturers and their reps to discuss new products, business plans for the year (training, literature updates, display updates, customer service processes, etc.) and address issues related to customer service, product needs and problem resolution.

Manufacturers that elect not to purchase an exhibit space are prohibited from showing products, catalogs or other information during showcase hours inside or outside the exhibit area. Anyone caught violating this policy will forfeit their conference badge and will be escorted from the premises.

The Product Showcase Schedule

The DPHA Product Showcase will be open to see new products, best-selling products and innovative products as follows:

Friday, October 12

7:30 - 9 a.m.	Product Showcase Open During Breakfast
12 - 3 p.m.	Product Showcase Open During Lunch
5 - 7:30 p.m.	Product Showcase Open During Reception

Saturday, October 13

8 - 11:45 a.m.	Product Showcase Open
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DPHA Awards

Annually, DPHA recognizes exceptional individuals, companies and products that have made outstanding contributions and advancements to the decorative plumbing and hardware industry. These exceptional individuals and companies will be honored at the 2018 Conference and Product Showcase. Products nominated for products of the year are featured in the Product Guide.





Conference Sponsors

Breakfast



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Ice Luge Sculpture



ICERA

Key Card



Bar



LACAVA LENOVA

Awards Luncheon



Banquet



victoria ⊕ albert*

Registration Fees and Costs

The early-bird rate to attend the DPHA Conference is \$825 per member and \$1,575 per non-member if reserved by September 9, 2018. Rates increase to \$925 per member and \$1,755 per non-member after September 9, 2018. The fee includes the educational programs offered by DPHA, continental breakfast, lunch and the reception on Friday and continental breakfast, lunch and banquet on Saturday.

Accommodations and Costs

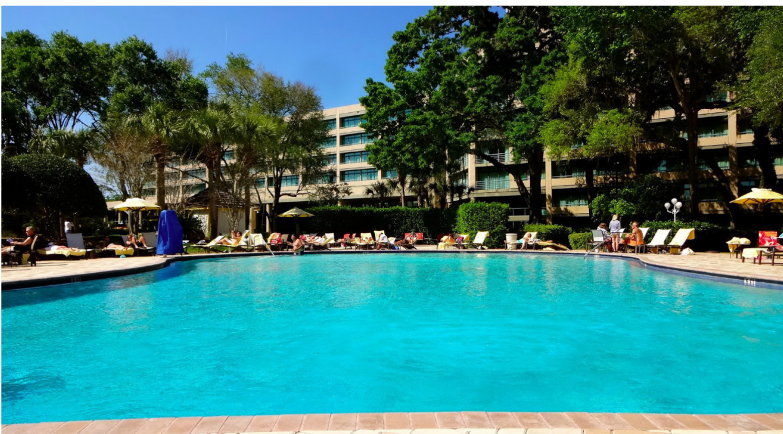
The Marriott Sawgrass Golf Resort & Spa is an elegant hotel that surrounds the world famous TPC at Sawgrass Golf Course. The hotel offers many luxurious conveniences to enhance your stay. These include four swimming pools, state-of-the-art fitness center, refreshed rooms and suites that showcase floor-to-ceiling windows, deluxe bedding and ergonomic workspaces, an on-site spa to wash away the stresses of the day, four restaurant options and free shuttle transportation to the golf course and private Cabana Beach Club.

DPHA has secured a room block from Tuesday, October 9 through Saturday, October 13. Single and double rooms within block are priced at \$189 per night plus a \$12.50 daily resort fee and tax (10.5%). Guests receive complimentary in-room Internet access, complimentary bottles of water and complimentary spa and Cabana Beach Club fitness classes.

RESERVATIONS MUST BE MADE BY SEPTEMBER 9 to be eligible for DPHA's discounted rates.

To reserve your room at the Sawgrass Marriott, click here: <https://bit.ly/2018SawgrassDPHA>

ROOM RESERVATIONS MUST BE MADE BY SEPTEMBER 9.



Tentative Agenda

Wednesday, October 10

4 – 9 p.m. Saint Augustine Food & Wine Tour
10 a.m. – 3 p.m. Golf Outing (*TPC Stadium Course*)

Thursday, October 11

7 a.m. – 12 p.m. Board of Directors Meeting
(*Players A*)
11 a.m. – 6 p.m. Exhibitor Move-In
(*Champions Ballroom*)
1 – 3 p.m. Marketing Committee Meeting
(*Commissioners*)
1 – 3 p.m. Education Committee Meeting
(*Governors*)
3:15 – 5:15 p.m. Awards Committee Meeting
(*Commissioners*)
3:15 – 5:15 p.m. Council of Fellows Meeting
(*Governors*)
5:30 – 6:30 p.m. DPHA 5K Fun Run

Friday, October 12

7:30 – 9 a.m. Product Showcase Opens
(*Champions Ballroom*)
7:30 – 9 a.m. Breakfast in Exhibit Hall
(*Champions Ballroom*)
9 – 10 a.m. President's Welcome
(*Masters DE*)
10 a.m. – 12 p.m. **Keynote Address, Avish Parashar**
(*Masters DE*)
12 – 1:30 p.m. Lunch in Exhibit Hall
(*Champions Ballroom*)
1:30 – 3 p.m. Product Showcase Open
(*Champions Ballroom*)
3:15 – 4:45 p.m. Afternoon Education Session, Ty Bennett
(*Masters DE*)
5 – 7:30 p.m. Cocktail Reception in Exhibit Hall
(*Champions Ballroom*)

Saturday, October 13

8 – 9 a.m. Breakfast in Exhibit Hall
(*Champions Ballroom*)
8 – 11:45 a.m. Product Showcase
(*Champions Ballroom*)
12 – 1:30 p.m. Awards Luncheon
(*Masters DE*)
2 – 3:30 p.m. Education Session, Bob Phipps
(*Heritage Ballroom for 200?*)
3:45 – 4:45 p.m. Sales Intensive Training Breakout
(*Heritage*)
6:30 – 10 p.m. DPHA Luau
(*Resort Pool Deck*)

Sunday, October 14

7:30 – 9 a.m. Program & Showcase Committee Meeting
(*Governors*)
9 – 11 a.m. 2019 Board of Directors Meeting
(*Gallery AB*)



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Decorative Plumbing
& Hardware Association

Registration Form

Company name: _____

Reservation coordinator: _____

Address: _____

Phone: _____ Email: _____

_____ I/we agree to adhere to the policies and procedures as stated in the entire document
(This line **must** be checked).

Registrants	Member \$825*	Spouse \$475	Golf \$450	Food Tour \$125	Sales \$245/395
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____	_____

*Early-bird registration by September 9, 2018 is \$825 per member and \$1,575 per nonmember. After September 8, conference registration fees increase to \$925 per member and \$1,755 per nonmember. Return this form with your check for payment in full to DPHA, 7508 Wisconsin Avenue, 4th Floor, Bethesda, MD 20814, fax: 630-618-3801. Reserve online at www.dpha.net to pay by credit card (VISA, Mastercard, AMEX) or submit form via email to rebekah@dpha.net. Cancellations must be received by September 15, 2018 to receive a refund. Rooms must be reserved directly with the Marriott Sawgrass Golf Resort & Spa. To reserve hotel rooms, call 800-457-4653 and tell the reservations agent that you are attending the DPHA Conference, or reserve rooms on line at <http://bit.ly/2018SawgrassDPHA>

Payment method: ☐ Check ☐ Visa ☐ MC ☐ Amex

Name of cardholder: _____

Card number: _____ Expiration date: _____ CC security code: _____

Billing address (if different from above): _____

